

## Message Text

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ACTION AF-08

INFO OCT-01 ISO-00 EB-07 SSO-00 /016 W  
----- 024345 /17

O 151825Z DEC 76  
FM AMEMBASSY DAKAR  
TO USDOC WASHDC IMMEDIATE  
INFO SECSTATE WASHDC IMMEDIATE 7609

UNCLAS DAKAR 8218

USDOC PASS TO: DIBA/BIC/OIM/AF-MILLER  
DIBA/BIC/OIM/SUPPORT SERVICES-LE FEAVER

E.O. 11652:N/A  
TAGS: BEXP, SG  
SUBJECT: FINAL PRELIMINARY REPORT - 2ND DAKAR INTERNATIONAL  
FAIR, SENEGAL

1. 2 ND DAKAR INTERNATIONAL FAIR

2. DAKAR, SENEGAL-DECEMBER 3-12,1976

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3. NUMBER OF EXHIBITORS -16, REPRESENTING 51 COMPANIES  
WITH PRODUCTS.

4. SALES DURING EXHIBITION - DOLLAR 1,436,500.00

A. NTE/NTM ONLY - DOLLARS 1,417,500.00

B. OTM ONLY - DOLLARS 19,000.00

5. SALES PROJECTED SUBSEQUENT 12 MONTHS DOLLARS 21,623,000.00

A. NTE/NTM ONLY - DOLLARS 21,045,000.00

B. OTM ONLY - DOLLARS 578,000.00

6. NUMBER OF EXHIBITORS SEEKING EXREPS -6

A. NUMBER OF EXHIBITORS SEEKING JOINT VENTURE - 1

7. NUMBER OF EXREPS APPOINTED - 5

8. NUMBER OF EXREPS UNDER NEGOTIATION - 13

A. JOINT VENTURE UNDER NEGOTIATION - 1

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9. NUMBER OF TRADE VISITORS TO EXHIBITION ESTIMATED 1800

10. NUMBER OF PUBLIC VISITORS OVER 500,000. OFFICIAL ESTIMATE  
BY FAIR ADMINISTRATION IS ONE MILLION VISITORS.

11. EXHIBITORS COMMENTS AND SUCCESS STORIES:

A. AFRIMEC INDUSTRIES LTD., SUBSIDIARY OF ALLEN OIL &  
GREASE CO. - NTM FIRM. WE DISPLAYED OUR LINE OF CLOCKS AND  
FURNITURE, MADE FROM PLASTIC-LAMINATED GHANAIAN WOOD. WE  
FOUND NUMEROUS PROSPECTS, INCLUDING SEVERAL POTENTIAL  
IMPORTER/DISTRIBUTORS AND ARE SATISFIED WITH THE RESULTS  
OF THE SHOW.

B. AMANA REFRIGERATION INC. - OTM FIRM - I THINK AMANA'S  
PARTICIPATION IN THE DAKAR FAIR IS VERY IMPORTANT BECAUSE WE  
HAVE OUR SHARE IN THIS MARKET AND WOULD LIKE TO EXPAND OUR  
SALES. THE U.S. PAVILION WAS WELL  
ORGANIZED AND PERSONNEL'S COOPERATION WAS EFFICIENT AND VERY  
HELPFUL. FOREIGN CURRENCY EXCHANGE IS LIMITED IN SENEGAL.  
WE ARE TRYING TO ASK FOR MORE IN THE FUTURE, IN ORDER  
TO INCREASE OUR SALES VOLUME.

C. JOHN PRIOR, INC. - NTM FIRM-  
EVERYTHING DONE FOR ME AT THE US PAVILION COULDN'T HAVE  
BEEN BETTER. I CAN ONLY COMPLIMENT THE MANAGEMENT OF THE US  
STAND. I RECEIVED GOOD ADVICE ON CUSTOMERS AND MARKET  
CONDITIONS. EVERYONE WENT ABOVE AND BEYOND HIS NORMAL  
FUNCTION TO HELP ME AND TO DO A GOOD JOB. I THINK  
AFRICA IS A GROWING MARKET AND THIS FAIR IS A GOOD  
PLACE TO EXPOSE MY LINE OF PRODUCTS.

D. NL INDUSTRIES, INC. - NTM FIRM- PURPOSE OF PARTICIPATION  
WAS TO MAKE CONTACT WITH GOS OFFICIALS, TO SECURE DATA ON  
PROJECT AND TO LAY GROUND WORK FOR JOINT VENTURE WITH GOS.  
WE SUCCEEDED IN THESE AIMS; OUR STAND WAS VISITED BY SENEGALESE  
PRESIDENT SENGHOR; WE MET WITH DIRECTOR OF MINES AND GEOLOGY  
& WITH TECHNICAL ADVISOR OF MINISTRY OF INDUSTRIAL DEVELOPMENT,  
AND WE RECEIVED EXPRESSION OF INTEREST IN FINANCING BY CITIBANK.

E. N-REN CORPORATION - OTM FIRM - N-REN CORPORATION IS ALREADY  
COMMITTED TO A JOINT-VENTURE PROJECT IN SENEGAL WITH THE  
GOVERNMENT OF SENEGAL. N-REN PARTICIPATED SIMPLY TO  
EVIDENCE ITS COMMITMENT TO SENEGAL AS AN EXAMPLE TO OTHER  
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EXHIBITORS.

F. THE SINGER COMPANY - OTM FIRM-  
BETTER CONTACTS WITH REAL BUYERS THAN LAST TRADE FAIR.  
MORE INTEREST FROM THE VISITORS. THE FAIR IS ENTIRELY  
SATISFACTORY. WOULD LIKE TO PARTICIPATE IN FUTURE TRADE  
FAIRS.

G. TII CORPORATION - NTM FIRM- THE US. PAVILION OF DEPARTMENT  
OF COMMERCE: USUALLY PROFESSIONAL JOB- EXCELLENT SUPPORT

AND PARTICULAR THANKS TO CARL HAHN. GENERAL RESULTS: SATISFACTORY- SOMEWHAT ABOVE EXPECTATIONS. MAIN COMPLAINT: SNAFU WITH FAIR CATALOGUE - MANY US FIRMS INCLUDING TII, NOT SHOWN. THIS HURT TOTAL EXPECTED EXPOSURE.

12. AMERICAN PARTICIPANTS WERE DEVIDED INTO TWO GROUPS: ELEVEN FIRMS WHICH PARTICIPATED WITH DEFINITE COMMERCIAL OBJECTIVES IN MIND AND SEVEN COMPANIES CITED BELOW (THREE OF WHICH EXHIBITED TOGETHER IN JOINT OIL COMPANY EXHIBIT) WHICH TOOK PART LARGELY IN DEFERENCE TO EMBASSY DESIRE TO MOUNT EXHIBIT BROADLY REPRESENTATIVE OF RESIDENT US BUSINESS COMMUNITY. OF FIRST GROUP, ALL VOICED SATISFACTION WITH RESULTS AND INDICATED THEIR PRIMARY OBJECTIVES FULLY OR PARTIALLY ACHIEVED WITH EXCEPTION OF ISC CORP. SEVERAL FIRMS INDICATED THEY HOPED TO PARTICIPATE AGAIN. IN SECOND GROUP, PAN AMERICAN, N-REN CORPORATION, CITIBAN AND PARTICIPANTS IN JOINT OIL COMPANY EXHIBIT (ESSO, MOBIL, TEXACO) INDICATED THAT THEIR PRIMARY REASON FOR TAKING PART WAS TO SUPPORT U.S. PARTICIPATION. HOWEVER, EXHIBITORS IN SECOND CATEGORY GENERALLY ACCEPTED WITH GOOD GRACE NECESSITY OF PARTICIPATION FOR POLITICAL/PUBLIC RELATIONS PURPOSES, AND IN ONE CASE (SEAGRAMS) EXHIBITOR SUCCEEDED AT FAIR IN RECRUITING NEW REPRESENTATIVE FOR AMERICAN PRODUCT LINE. TWO FIRMS URGED USG GIVE THOUGHT TO DEVISING NEW METHOD FOR SUPPORTING US PARTICIPATION IN "TRADE" EVENTS WHERE POLITICAL RATHER THAN COMMERCIAL OBJECTIVES ARE PARAMOUNT. ALMOST ALL EXHIBITORS ADDED POSITIVE REMARKS ON USDOC-EMBASSY SUPPORT.

13. FOR STATE: NTE EQUALS COMPANIES NEW-TO/EXPORT; NTM EQUALS COMPANIES NEW-TO-MARKET; OTM EQUAL COMPANIES OLD-TO-MARKET.

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
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